



CALUMET

Hospitality and Tourism Management
Program

Strategic Plan
2011-2015

School of Liberal Arts and Social Sciences Mission and Vision

Purdue University Calumet, a vital part of Purdue University and the leading post-secondary institution in the Calumet region, is a comprehensive, public university in the land grant tradition offering educational programs of excellence focused on the professional, general educational and lifelong learning needs of the people of the Calumet region.

The faculty in the School of Liberal Arts and Social Sciences firmly believe that student success and faculty development are inextricably linked, and that promoting and supporting both are essential to the long-term success of the university. The integration of student success and faculty development is also directly linked to the goals of the Purdue University Calumet Strategic Plan, and as the following School initiatives are implemented, they will work toward accomplishing the goals of the University strategic plan. Since each initiative is interconnected with the others, the implementation of one simultaneously moves the others toward fruition.

Mission for the School of Liberal Arts and Social Sciences

To provide students with a strong educational foundation in the humanities and liberal arts, equipping them with the skills needed to understand, appreciate and shape cultural traditions while also preparing them for productive careers and enriched lives in the 21st Century.

Vision for the School of Liberal Arts and Social Sciences

The School will be known for its ability to be an agent of change in both the lives of our students and in the world in which they will live and work. A liberal arts education prepares students for a lifetime of learning, civic engagement, and community leadership by developing their abilities to communicate effectively, think critically, embrace diversity, and appreciate and affect the human experience.

Hospitality & Tourism Management Departmental Mission

The primary goal of the Department of Hospitality and Tourism Management is to offer a thorough grounding in industry principles across a wide variety of hospitality contexts. Leadership, communication, and team skills are stressed to help students critically evaluate and apply key *industry principles*. The Department strives to provide students with the skills and strategies that will assist them in understanding *effective leadership* within a diverse and global hospitality business environment. Graduates should be able to function effectively in a rapidly changing world embracing *life-long learning* and exhibit a strong sense of *ethical and personal responsibility*.

Hospitality & Tourism Management Departmental Values

- Student Success
- Active Industry Participation
- Experiential Learning
- Accessibility to Instruction
- Life-long Learning
- Community Service
- Ethical & Personal Responsibility
- Interdisciplinary Collaboration

Department of Hospitality & Tourism Management Initiative I: Transform the White Lodging Hospitality & Tourism Management Program into a Leader in Hospitality Education

The renovation project for the Center for Hospitality and Tourism Management encompasses several areas within the existing Purdue Calumet Conference Center affecting approximately 13,500 SF of the facility. The goal of this renovation is to create a plan that is able to accommodate the new HTM academic and teaching spaces as well as providing an upscale restaurant facility with a seating capacity of 75, creating a dining environment unique to other dining facilities on campus. A state-of-the-art Wine and Beverage Lab with seating for 40-50 patrons will also be created adjacent to the restaurant to use as a publicly-accessed facility for wine and beverage tasting, instructional classes, demonstrations, beer making, etc. Every effort will be made to create an environmentally responsible, "4-Star Plus" facility that is both 'green' and a for-profit operation. Other programmed spaces include a 20-station computer simulation lab to accommodate open and instruction classes; faculty offices; two adjoining 20-seat high-tech classrooms; and locker/changing rooms for students.

The addition of the two new faculty professorships will foster academic excellence through research and teaching in core areas of Hospitality and Tourism Management such as Food and Beverage Management and Hospitality Real Estate and Finance.

Metric/Timeline:

- 1.1 Hire two new faculty in endowed professorships: target date academic year 2012-2013
 - 1.2 Initiate the "Executive in Residence" program: began Spring 2011
 - 1.3 Implement improvements identified during self-study for CHRIE accreditation into program: by Fall 2013
 - 1.4 Complete Advisory Board critical review of curriculum: target date Fall 2012
 - 1.5 Increase program majors to 400 students: target date Fall 2014
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Department of Hospitality & Tourism Management Initiative II: Integrate/Cultivate High Quality Experiential Learning Strategies

The HTM Department will be an active participant in the development of experiential learning initiatives and curriculum. Activities will continue to focus on programs to encourage and facilitate career development and job acquisition, including student-faculty research projects, service learning/volunteerism activities, preparation for graduate study, and other academic opportunities for students. Specifically, the strategic initiatives include:

- Develop the White Lodging HTM Center for Experiential Education
The Center will help facilitate the coordination and implementation of existing courses that meet ExL criteria. The Center will promote and facilitate student activity in service and volunteerism. The Center will encourage faculty interaction and discussion; provide a resource for meeting practical and pedagogical challenges; serve as the “go to” place for ideas and issues affecting the industry.

Metric: Creation of HTM Center

Timeline: By August 2011

- Promote Undergraduate Research Activity and Service Learning Opportunities
The HTM Department is committed to excellence in research and scholarship, which we broadly define to include student-faculty research projects, student-faculty service projects, traditional scholarly research and experiential learning. With the guidance and expertise of faculty mentors, students are able to undertake applicable research projects and participate in community service activities to help facilitate an easier transition to graduate school.

Metric: Student participation in research

Timeline: Increase by 10% each year; measure progress annually.

Department of Hospitality and Tourism Management Initiative III: Support Faculty Development

Since promoting and supporting the development of faculty is essential to the success of students, providing faculty with opportunities to pursue academic excellence is vital. The Department will support faculty internships. Additional opportunities for faculty development will be made available through the following strategic initiatives:

- Develop Mentoring Program for Junior and Adjunct Faculty
The Department will develop a formal process which will foster peer mentoring by pairing all junior/adjunct faculty members with a senior faculty mentor. This program will enable junior faculty to benefit from the advice and encouragement of a more senior faculty member in order to help, encourage, and provide information and guidance as junior faculty work towards promotion and tenure. The program will be modified as assessments indicate.

Metric: Program developed; improve as feedback indicates

Timeline: Assess efficacy annually

- Establish a Faculty Mentoring Program for Instructional Technology and Curriculum Development
Foster faculty support for and involvement in distance education by developing a School and Departmental - based “technology mentoring program” which will help faculty who want to learn how to use technology and enhance student engagement in the classroom. We will also engender Experiential Learning by providing resources for faculty in process of developing new courses, and fostering discussion of course ideas, pedagogical issues, strategies for overcoming practical challenges.

Metric: Fund faculty development for these initiatives as demand warrants

Timeline: Review progress annually

Department of Hospitality & Tourism Management Initiative IV: Expand Industry-Specific Training

A major emphasis of the new HTM Center is to offer continuing education and training to support our industry. This year we are offering a new Distance Learning Certificate for the State of Indiana School Foodservice Directors. The program is delivered through an asynchronous distance model and will provide supervisors access to continuous learning opportunities and an appropriate credential.

Metric: Number of Certificates and Industry Programs

Timeline: Execute 3-5 programs per year by 2013

Department of Hospitality & Tourism Management Initiative V: Increase Globalization of Program

To reinforce our international perspective, three new international programs are being developed and implemented involving schools in China, Mexico and Spain. Highly qualified international students are being recruited to begin degree programs in their country of origin and complete their programs here. This will help us increase both numbers of students and quality of our graduates. Our domestic students will be able to enhance their international experience by visiting and/or taking courses at these different universities. HTM faculty will visit and teach courses within their programs and in exchange visiting teachers and scholars will come to work within our program. This initiative began in 2010-2011 with a visiting scholar from Sichuan, China, with expertise in Tourism and Consumer Behavior. Purdue Calumet currently sponsors summer programs in Caceres, Spain, in which students are immersed in the local language and culture. The program provides our students with an excellent experience at an affordable price. A program in Mexico is being designed to provide cultural and work experiences for our students in Mexico and their students here.

The Department of HTM within the School of LASS will be a leader in globalizing the curriculum, as well as providing opportunities for extracurricular activities with an international focus. Initiatives will include increasing the number of study abroad programs, developing new degree opportunities with focus on global issues, and creating opportunities for formalized interactions with international students.

Metric: Number of program offerings; scholarship dollars to support student participation

Timeline: Increase the number of HTM students participating in study abroad programs by 10% per year
